

Empower store associates with powerful mobile apps that enhance the in-store customer experience and drive sales

Armed with mobile devices and online information, today's shoppers have high expectations from retailers and store associates when they walk into retail stores. They demand a retail environment that is hyper-personalized and ultra responsive. Tulip empowers store associates with mobile technology to provide valuable and personalized services that turn brick-and-mortar locations into dynamic shopping destinations which offer customers a fast, seamless and immersive shopping experience.

Tulip has partnered with Google Cloud to help improve store performance and sales associate effectiveness using Google Cloud's machine learning and analytics. By analyzing data from Tulip's in-store mobile applications, retailers will be able to use machine learning to uncover customer insights and sales opportunities. The Tulip solution will make recommendations on when to connect with customers and how to engage with them with highly personal and relevant communications. This more intelligent and proactive engagement with customers will help elevate the shopping experience, increase loyalty and drive sales for retailers.

Key Google Cloud products leveraged by Tulip includes:

[Google BigQuery](#)

[Google Cloud Machine Learning Engine](#)

[Google Kubernetes Engine](#)

[Google Cloud Platform](#)



In-store retail analytics

Enhance in-store retail analytics using Google BigQuery to identify trends and gain insights related to customer behavior, associate activity, store operations, and in-store sales.



Unlock insights

Using Google Cloud Machine Learning Engine, build machine learning models and prediction services to drive behavioral recommendations for store associates and managers.



Rapid application development

Dynamic and rapid application development, management of containers and easy deployment of applications and services using Google Kubernetes Engine.



Next generation retail platform

Using Google Cloud Platform as the foundation for Tulip's next-generation retail platform for store associates to access products, check out shoppers, and communicate with clients.

What it delivers



Deliver intimate and personalized customer experiences

Enable sales associates to use customer preferences, past interactions and recent purchases to send personalized messages and establish long-term relationships with their key customers. Armed with valuable customer insights, retail store associates can deliver a one-to-one customer experience and surpass the expectations of shoppers.



Turn store associates into trusted advisors and style guides

Give store associates a 360° view of all product information, including full catalog access, real-time inventory updates, product reviews, product ratings, and rich imagery and media to tell winning brand stories to complete the sale.



Capture orders and transact anywhere in the store

Ship-from-store or online and combine multiple orders into one transaction for faster check-outs and line-busting. Give store associates the power and ability to locate the product from anywhere in the endless aisle and ship wherever the customer needs..



Ensure uninterrupted customer experiences fulfilling in-store requests

Enable associates on the sales floor to collaborate with other store workers to retrieve products and deliver seamless customer experience. Sales associates engaged with a customer can quickly search in-store inventory and request help from a runner to seamlessly get the right product to them.



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